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CLAIM AMENDMENTSRECEIVED  
CENTRAL FAX CENTER

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1. - 3. (Canceled)

4. (Previously presented) An apparatus, comprising:

one or more video server components that play one or more videos at one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold;

wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video for a mobile phone; and

wherein the video server component sends a query message to the mobile phone for permission to send the video to the mobile phone; and

wherein the video comprises a first video, and wherein the internet protocol address comprises a first internet protocol address; and

wherein the query message comprises a choice between the first video and a second video, and wherein the first video is stored at the first internet protocol address and the second video is stored at a second internet protocol address; and

wherein a user of the mobile phone employs the mobile phone to reply to the choice with a selection of the first video or the second video, and wherein the mobile phone sends the selection to the video server component; and

wherein the video server component employs the selection to connect the mobile phone to the first internet protocol address for the first video or the second internet protocol address for the second video.

1           5.       (Previously presented) The apparatus of claim 4, further comprising an  
2       interactive server component;

3                wherein the one or more video server components that play the one or more  
4       videos at the one or more mobile phones while the one or more phone calls associated  
5       with the one or more mobile phones are on hold comprise a video server component  
6       that plays a video for a mobile phone while a phone call associated with the mobile  
7       phone is on hold; and

8                wherein the interactive server component connects with the phone call  
9       associated with the mobile phone through a voice network component; and

10               wherein the interactive server component places the phone call associated with  
11       the mobile phone on hold.

1           6.       (Previously presented) An apparatus, comprising:

2                one or more video server components that play one or more videos at one or  
3       more mobile phones while one or more phone calls associated with the one or more  
4       mobile phones are on hold;

5                the apparatus further comprising an interactive server component;

6                wherein the one or more video server components that play the one or more  
7       videos at the one or more mobile phones while the one or more phone calls associated  
8       with the one or more mobile phones are on hold comprise a video server component  
9       that plays a video for a mobile phone while a phone call associated with the mobile  
10       phone is on hold; and